

*** PROMOTION VOLUME INCLUDED ***

BY GROUP OF DIRECTS

++ TOTAL STORES ++		++ PERIOD 1 ++		++ PERIOD 2 ++				PER 2	PER 1
PRD 1: 1014		PRD 2: 1014		07/31/95 - 12/31/95		01/01/96 - 05/05/96		PK/CT	PK/CT
		#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	RATIO	RATIO
FULL PRICE									
TOT CENTURY		60	0.01%	38		-22	-0.01		
TOT STERLING		1353	0.12%	479	0.05%	-874	-0.07		
TOTAL RJR BRANDED SAVINGS		25485	2.33%	19404	1.99%	-6081	-0.34		
TOT BEST CHOICE		-2				2			
TOT FOCUS				2836	0.29%	2836	0.29		
TOTAL RJR PL/BLK & WHT		-2		2836	0.29%	2838	0.29		
TOTAL R.J. REYNOLDS		156806	14.32%	126906	13.03%	-29900	-1.29		
TOT BENSON & HEDGE		25614	2.34%	23296	2.39%	-2318	0.05		
TOT BEN & HED MULT		567	0.05%	390	0.04%	-177	-0.01		
TOT ENGLISH OVAL		24		23		-1			
TOT MERIT		40104	3.66%	35215	3.62%	-4889	-0.04		
TOT MARLBORO		427508	39.05%	376581	38.66%	-50927	-0.39		
TOT PARLIAMENT		56857	5.19%	52343	5.37%	-4514	0.18		
TOT COMMANDER		312	0.03%	177	0.02%	-135	-0.01		
TOT SARATOGA		1247	0.11%	917	0.09%	-330	-0.02		
TOT VIRGINIA SLIMS		28132	2.57%	23552	2.42%	-4580	-0.15		
TOT PLAYERS (20)		1167	0.11%	1103	0.11%	-64			
TOTAL PM FULL PRICE		581533	53.13%	513597	52.72%	-67936	-0.41		
TOT ALPINE (G)		1608	0.15%	1050	0.11%	-558	-0.04		
TOT BRISTOL		2001	0.18%	1150	0.12%	-851	-0.06		
TOT BUCKS		316	0.03%	223	0.02%	-93	-0.01		
TOT BASIC		9147	0.84%	10214	1.05%	1067	0.21		
TOT PLAYERS (25) S		285	0.03%	279	0.03%	-6			
TOT CAMBRIDGE		3245	0.30%	2132	0.22%	-1113	-0.08		
TOTAL PM BRANDED SAVINGS		16602	1.52%	15048	1.54%	-1554	0.02		
TOT BEST BUY		4041	0.37%	2655	0.27%	-1386	-0.10		
TOTAL PM PL/BLK & WHT		4041	0.37%	2655	0.27%	-1386	-0.10		
TOTAL PHILIP MORRIS		602176	55.01%	531300	54.54%	-70876	-0.47		
TOT KENT		17698	1.62%	14229	1.46%	-3469	-0.16		
TOT MAX		1347	0.12%	1011	0.10%	-336	-0.02		
TOT NEWPORT		154998	14.16%	151767	15.58%	-3231	1.42		
TOT SATIN		358	0.03%	251	0.03%	-107			
TOT STYLE		1875	0.17%	1507	0.15%	-368	-0.02		
TOT TRUE		16223	1.48%	13222	1.36%	-3001	-0.12		

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION ** 1 UPC WARNING

51849 3321